

**IN THE SPECIFICATION:**

Page 37, line 26, insert "be" after -can--.

**IN THE CLAIMS:**

Please delete claims 89-93.

Please amend claims 71 and 74 as follows:

1--71. (Amended)

A method of limiting bids in an electronic auction, comprising:

(a) setting an individual bid ceiling for each of a plurality of potential sellers, wherein an individual bid ceiling for at least one of said plurality of potential sellers is different from an individual bid ceiling for another of said plurality of potential sellers;

(b) receiving bids from one or more potential sellers;

(c) determining whether a received bid for a potential seller is greater than a corresponding individual bid ceiling for said potential seller; and

(d) [communicating] sending a bid message to said potential seller [that said received bid is invalid] in accordance with said determination;

wherein the auction is a downward auction.

4--74. (Amended)

A method of limiting bids in an electronic action, comprising:

(a) setting an individual bid floor for each of a plurality of potential bidders, wherein an individual bid floor for at least one of said plurality of potential bidders is different from an individual bid floor for another of said plurality of potential bidders;